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MONTHLY JOURNAL OF THE MADRAS REPORTERS' GUILD

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Only Co-op. Newspapers in East Germany ;

Outrage in Turkey ;

Right of Commonwealth Correspondents—

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NEWSMAN

MONTHLY JOURNAL OF THE MADRAS REPORTERS' GUILD

Volume II MAY-JUNE 1960 Number 7

HOW GOOD IS PRESS ADVERTISING?

Whatever else the recent Indian Advertising Convention in Calcutta had done or failed to do, it did bring to light what advertisers feel about the utility of Press advertising.

Representatives of the newspaper industry, advertising agencies and advertisers took part in the discussion at the convention on "The Press as a medium of publicity"; A pretty bold and frank apprisal of the Fourth Estate came from **Mr. K. U. Mathew** Public Relations Officer of the Burmah Shell, Bombay who gave expression to "a lurking feeling in the minds of most advertisers that much good money was being wasted in newspaper advertising." He attributed this not to any weakening in their faith in the newspaper as a medium of advertising but to "the precise character the newspaper enjoyed in its evolution at the present moment."

Trifle Dull?

Mr. Mathew asked whether newspapers were not becoming a trifle dull now-a-days and said "In our cynical moods some of us having an opportunity to read several newspapers from different parts of India tend to imagine that they are all different editions of the same house magazine produced by the Welfare State.

The more a newspaper deviates from its central purpose to provide news, the sort of news the reader wants, the less useful it is to the advertiser who requires for his purposes a living, dynamic means of communication. Circulations might increase, mille rates might show a satisfactory graph, but in the advertising business, where you are dealing with the intangible phenomenon of human motives, no statistical justification is a real substitute for *Impact*. There are many conditions in the country and in the Newspaper industry which militate against the achievement of maximum *Impact*, which is what the advertiser who spends his money is looking for.

"This is by no means the fault of newspapers. Let us face it: we are passing through a revolution. At an early stage of any revolution, what matters are principles and therefore, understandably, ministers and politicians grab every opportunity to underline and emphasise a point which forms an integral and cardinal part of the party credo. From the point of view of the State, and the Party, it is necessary that every opportunity should be taken to stress the ideological imperatives. Much of it is very good stuff, but when there is a preponderance of didactic material in the form of comment, it can only be at the expense of down-to-earth news- which makes a newspaper a living instrument of communication. There is an imbalance in many newspapers between news and comment—Comment which is repetitive, didactic and polemical. A newspaper which is heir to this type of imbalance is not necessarily the best medium for an advertiser who wishes to sell his goods.

"In fact, this development in our daily newspapers is contrary to the natural history of the development of newspapers. Newspapers were originally news letters to satisfy the curiosity of the people-about Crecy, Agincourt, Plassey and news about their superiors. Addison who had evey little time for these news letters makes the point that the advertisements in these early papers were read with as much avidity as news itself and it is perhaps a sad commentary on the advertising profession that over the years, in spite of a great deal of effort, the readability of many of our advertisement has only declined.

Little of Direct Reporting

"To illustrate my point on how little of direct reporting there is in our country, let me give a few instance. India has 328 districts, each district measuring 3,500 to 7,000 sq. miles. No Indian newspaper yet maintains correspondent in each district of the country. The expense on having one in each district, even at a remuneration of Rs. 25/- per month would work out to Rs. 8,200/- per month or nearly a lakh of rupees a year. This is beyond the resources of most of our papers. Thus the majority of papers rely on the only news agency- the Press Trust of India-which has correspondents in most district towns. The news agency also lifts from the main dailies and the provincial papers stories from the district towns in addition to what it gets from its own correspondents. The district correspondent is only a part-time reporter. He can hardly go to the site of an incident and meet the people concerned and thus there are very few eyewitness accounts.

"The district correspondent relies on hearsay and in the process prejudices the freedom of the press. He tends to receive slanted information from official sources. When officials

Associate Member

A BUSINESSMAN handed a dollar bill to his youthful visitor, and in return got a card from a local boys' club marked "Associate Member." "Now that I am a member" he asked, 'exactly what are my rights and privileges"

The boy thought it over, and said with a grin "I guess it gives you the right to contribute again next year."

Lousiville Courier-Journal

impart to him the information they have, they sometimes act as censors because the bureaucracy anywhere in the world believes that somehow it is responsible for whatever has happened. Even the meteorological department thinks that it polices the weather and press reports should be understatements describing storms as thunder squalls. The Calcutta storm of May 21, 1959, in which several people lost their lives, was described in newspaper reports under the Meteorological Department's suggestion as "a thunder squall w.th the characteristics of a tornado"! Circumlocution of this type impinges on the freedom of the Press, because surely the Press is expected to call a spade a spade.

Better technique

"Any client who expects any standard of reproduction these days thinks twice before using a photograph in his advertisment and I personally consider it very necessary for advertisers of consumer products to be able to use photographs with ease and felicity. I do not think that line drawings and other techniques to which clients are compelled to resort provide the same authenticity, motivation and verisimilitude that photographs give In many cases, photographs do not have a chance of being reproduced-admittedly not the fault of the newspapers.

"I somehow feel that in spite of the low quality of the newsprint which is available to our papers, there must be a way out of this impasse. Research, more carefulness and a little regard for the advertiser should solve this problem. To a country whieh has built three steel mills and a reactor, half-tone reproduction cannot be an insuperable problem. In this and other matters of technological improvement, I hope the City which leads India in quality printing could play a vital role and here is an opportunity for an enterprising newspaper to establish its leadership. The example of the "London Times" is very relevant in this context. In their special printing number published on October 29, 1929, they claimed :— "From the year 1784 until the present day, all the chief improvements in the printing of newspapers have either been invented or first tried and forwarded in what is now the office of the 'Times'.

Advertiser and Press Freedom

There is, in some quartes, the feeling that the advertising revenue, on which newspapers are dependent to a great extent, somehow interferes with the freedom of the press. Nothing, however, can be farthest from the truth. I have for purposes of this study, examined the advertising revenue accruing to a Bombay group of newspapers and find that the figure is over Rupees I crore and 40 lakhs in 1959, but a further analysis of this figure shows that no single advertiser is responsible for more than Rupees 1 lakh and 50 thousand. A point to remember is that in to-day's conditions, the advertising revenue which most newspapers secure, is from a number of different sources, some of them mutually contradictory, so that no single advertiser, however powerful, can hold the press to ransom. It is in the interests of the healthy development of newspapers that they derive this revenue from commercial sources as opposed to political sources. The example of the French and German press before and during the last war, is relevant. If you do not have any worthwhile advertising revenue from commercial sources, newspapers perforce will seek and accept subsidies from political parties, and I am personally convinced that commercial advertising instead of acting as a limitation on the freedom of the Press contributes to its independence and vitality.

"I think I have done enough this morning to incur the wrath of the fourth estate. Anyone in the U. K. in the 'thirties, who aspired to a decent obituary in the "London Times" had to toe the line, but if he had incurred at any times the displeasure of the powers-that-be at Printing House Square, he was dismissed with a brief mention and the code which was used in this great newspaper house for such individuals was "Para minion-solid-bottom of the files". Para minion was the smallest paragraph, Solid meant that the type matter should be set solid without any leading. Bottom of the files was to indicate the bottom of the page.

When my obituary comes to be written, I am sure that the great newspaper interests from the South who are here this morning will ordain "Para minion-solid-bottom of the files".

PRESS — BEST MEDIUM . . .

Mr. C. G. K. Reddi, P. R. O. The Hindu, said Press advertising was the most efficient, penetrating and pervasive medium, as it catered to a computable audience, while lending itself to a fairly reliable analysis, cutting down wastage to the minimum.

Mr. Reddi held that the newspaper was not only better organised than other media but also was the most formidable and farreaching medium and provided the audience that each advertiser required, and at the time he wanted them. Answering charges of duplication in India, Mr. Reddi pointed out that it was only a microscopic minority who purchased more than one newspaper. In the context of the varying stages of economic development, beset with communication difficulties, the coverage offered by the Dailies was tremendous. Pointing out that the Press was the best, basic and important medium, Mr. Reddi said that even in countries where advertising had greatly advanced, and where energy had been expended on the investigation of the relative merits of other media, the position of the Press had remained unchallenged, and he was confident that it would remain so for a long time to come. It was, therefore, unnecessary, he argued, to discuss whether the radio or the film was not superior to the Press.

Mr. Reddi said it was only the Press that provided certain incontrovertible data, which could be checked up by most resourceful agencies, as to the allowance that could be allowed on the claims of newspapers But it was unfair, he said, to use this data to strike back at the Press and attempt to destroy it. *(See page 14)*

Good, Forthright Journalism: Need never Greater

— Lord Hailsham

Viscount Hailsham, Lord Privy Seal and Minister of Science, speaking at the Commonwealth Press Union conference which opened in London on June 13, said that never before had there been greater need for informed understandlng between the nations of the Commonwealth As a result, the independent functions of the press were more important, and for that reason more difficult and more responsible, than they had ever been. The very complexity and nebulousness, of the ties between the members of the Commonwealth put a great responsibility on all those whose duty it was to project events and philosophies current in any part of the Commonwealth at any particular time,

In some ways, the Commonwealth had become the prototype of what international relations generally might be in future. It was always assumed that what was then called the British Empire would become, in time, a system of self-governing institutions.

"I doubt whether anyone really foresaw what has, in fact, happened" Lord Hailsham continued. "Freedom at a rapid and accelerating pace; freedom and independence with continued association; association without common institutions, without even a commom secretariat, but an association which is still considered worth while, to have practical as well as sentimental value, and to have political as well as economic advantages.

"Whatever else may be true, the emergence of the new Commonwealth relationship has made an association like the Commonwealth Press Union of increasing importance. It is this which I would stress particularly in opening your conference, and in stressing this I would point out just how urgent is the need for it, and question whether the Commonwealth press is, as yet, as a whole adequately epuipped to meet it."

Many and varied developments made both the reporting and interpretative functions of the Press more important and more difficult. Between members of the Commonwealth both the difficulty and the responsibility were enormous. But the opportunity for good, forthright journalism had never been greater.

Contempt of Court

Speaking on "contempt of Court" Lord Goddard, former Lord Chief Justice, said: "I have often found that there is a good deal of misunderstanding in the minds of laymen as to the true meaning of freedom of speech to which a good deal of lip service is generally paid."

He said the freedom of the Press meant in Britain that there was no censorship and a newspaper did not need to have an imprimatur from anyone before it published anything. But newspapers and people were subject to the law relating to libel and sedition and a newspaper was in a no more privileged position than any other subject of the Crown.

Lord Goddard said writers in the Press or in books had the same rights and the same liabilites as any other individuals.

He went on: "I believe it is true to say that in only two unimportant respects do they differ. A newspaper if allowed, without fear of consequences, to publish a fair and accurate report of a public meeting although at the meeting defamatory statements may have been uttered.

"And criminal proceedings for libel can be taken against a newspaper writer only at the wish of a Judge, this being designed to stop vexatious prosecutions."

So, when it was a question of whether a Criminal contempt had been committed. the same consideration applied to an individual connected with journalism as to the editor of a newspaper.

Lord Goddard said it was essential that the courts should be able to punish and prevent improper comment. Otherwise, one would soon get what was often described as trial by newspaper. This was wholly foreign in this country not only to law but to public concept.

Right of Commonwealth Correspondents

Lord Goddard was asked about the rights of Commonwealth correspondents to report evidence from divorce courts and transmit it for publication in other countries. He replied that a reporter would not be liable to charge of contempt if it was published abroad where the British courts had no jurisdiction.

Lord Casey's address on the Commonwealth also drew questions and comment from the Delegates.

Mr. Nazim Ahmed (*Dawn* Karachi) said the popular Press in Britain did not appear to give sufficient space to serious news from Commonwealth countries

Mr. Bryce Richardson (*Montreal Star*) said Britain was the only country which practised what it preached by permitting coloured immigration. If Australia, Canada and New Zealand permitted selective immigration, this would be a tremendous step towards unification of feeling in the Commonwealth.

Lord Casey replied that there was an absence of racial feeling in Australia and "we have never had one incident based on racial conflict. He added: "We cannot be accused — whatever your views on immigration policies — of any racial superiority."

American Heritage of Idealism

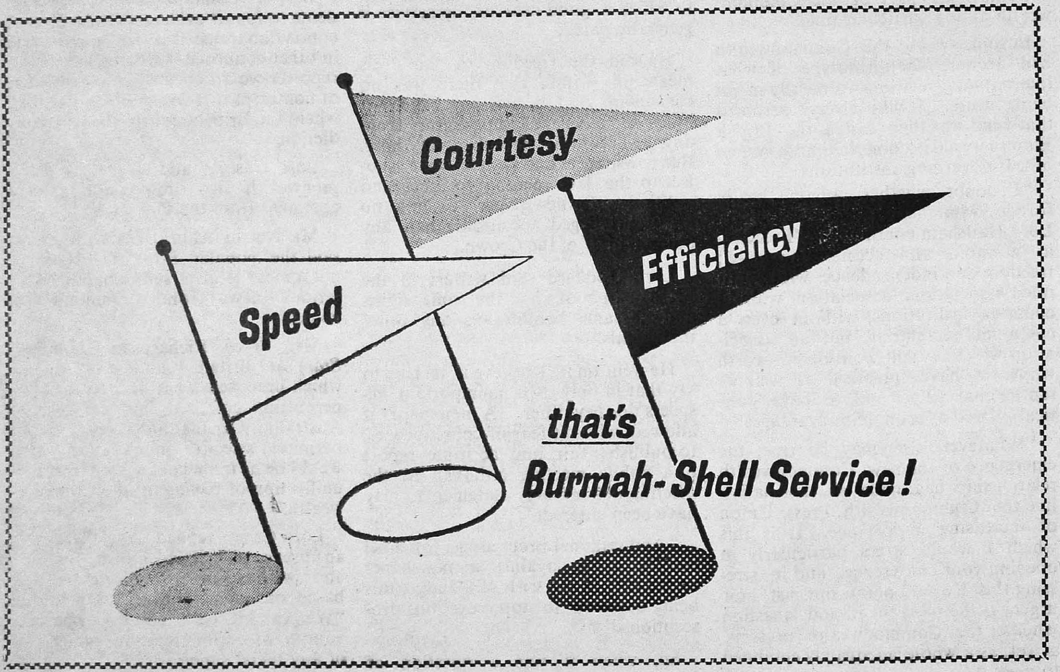
Woodrow Wilson "was more than just an idealist," Herbert Hoover has written. "He was the personification of the heritage of idealism of the American people." He was also the twenty-eighth President of the United States, one of perhaps five or six in the nearly two hundred years of our country's history who can be, by anyone's reckoning, classified as truly great. Perceptive educator, courageous reformer, international leader, Wilson in his time was the spokesman of the future.

Fighter for intellectual, economic and political freedom, Wilson is the American statesman of the early twentieth century who has most relevance today. It was inevitable that his papers and correspondence would be published sooner or later. It is particularly appropriate and encouraging that the project to do so will be carried on beginning next fall at Princeton University, where Wilson was student, teacher and president, and will be conducted under direction of Dr. Arthur S. Link, whose several books on Wilson have already marked him as a distinguished Wilsonian scholar.

The publication of Wilson's letters and papers is an undertaking of major importance to American historical scholarship. It is being carried out under sponsorship of the Woodrow Wilson Foundation with funds of its own, with grants from the Rockefeller and Ford Foundations, and, hopefully, with additional contributions that will be necessary to see this project, expected to encompass some forty volumes, through to completion. Woodrow Wilson is, fittingly, the first American statesman of the twentieth century whose public and private thoughts are being collected and edited on so thorough and massive a scale, comparable to the work alread being done on the papers of Jefferson, Franklin, Madison, Hamilton, the Adamses and other giants of the early days of the Republic.

(From the N. Y. Times)

Await "Newsman" Second Annual Number In August



BRITAIN'S TRADE PRESS

By Dennis Bardens

When talking of the British Press, most people think only of the great daily and Sunday newspapers or the more pupular magazines. There is. however, another section of Press just as important—the trade, specialised and technical journals. There are more than 900 of these journals, and a great number of them are sold only on subscription and do not appear on the bookstalls.

The range of the publications covers almost every human activity—that of the wholesale draper, retail confectioner, ordinary motorist, doctor, taxidermist, archaelogist, miner, engineer, chemist Anybody, in fact, can buy a journal devoted to his or her special interests.

The journals can be divided into three types. There is the trade paper, which is usually devoted to the devoted to the distributor, whether of goods or services or both. These play an important and useful part in the trades in contact with the buying public, purveying trade news, information about latest sales techniques and window display, facts about new products and trends in manufacturing and buying. Magazines such as the *Hairdressers, Journal*, *The Ironmonger* and the *Grocers' Gazette* might sound dull going to the layman, but new issues are eagerly awaited by their readers.

A hairdresser or a grocer may want to sell his business. Only a trade paper will reach those likely to the interested. What are the merits of the constantly-growing range of products offered to him to stock? He looks to his press for guidance. Besides this, the trade paper interprets and reports new legislation likely to affect his trade, and keeps him abreast of new equipment.

Lavish Productions

Trade papers are an integral part of the trades they serve, and are often lavish productions. A recent issue of *The Ironmonger*, for instance, had nearly 300 pages and was nearly an an inch thick! Most trade papers provide a free information service for their readers, and *The Ironmonger* answers 200 individual queries every working day.

Then there are "hobby" papers—catering for yachtsmen, bee-keepers, gardeners, do-it-yourself enthusiasts, and so on, Speeialised papers for professions such as medicine and physics almost invariably enjoy an international circulation. New trends in science are often reported in such specialised journals, and views exchanged by correspondents in many parts of the would long before these appear in the popular newspapers.

The technical journals cover every field of industrial and scientific activity and are of such editorial excellence and realiability that they constitute on important export trade in themselves. They are edited by experts, often drawn from the industry itself.

in 85 countries. An editor of this journal organised the International Exhibition of Mining and Metallurgy in London in 1890, and as a result the famou s Institution of Mining and Metallurgical Engineers was formed two years later.

The Autocar was founded in 1895, when, by law, a man had still to walk in front of every "horseless carriage" with a redflag. *Flight*, the aviation journal which sells more copies abroad than any comparable journal, was started in 1909, long before anybody agreed that aviation had any assured future *Wireless world* was started in 1911, when only the publishers and some scientific workers could see any future for radio.

The impact of the Diesel engine on shipping was also clearly foreseen by Britain's technical publishers immediately after the first World War, when *Motor Ship* began publication, devoting itself exclusively to Diesel-engined craft. Today it is recognised as one of the world's best shipping papers.

COVERS EVERY HUMAN ACTIVITY

Britain was a pioneer in its technical Press in the "cut-away drawing"—a detailed drawing showing what a car, a building or a piece of apparatus would look like if viewed from above or cut in half. The *Electrical Review's* coloured illustrations of the Calder Hall nuclear power plant cost over £1,000 to execute, and its inclusion in in the magazine cost more than the entire sales revenue for that issue.

It is an odd, but undeniable' fact that all of Britain's technical magazines cost more to produce than they do to buy. Production costs are covered by the advertising revenue.

Ahead of Times

Britain pioneered this type of practical journalism, and in many respects still leads. Often sueh journals preceded the industries they were to serve—that is to say, their publishers could see that the subject would be more important in the futre. The *Electrical Review* was founded in 1872, at a time when one member of the Royal Society a Mr. Smee, said electricity would "forever remain a pretty scientific toy!"

The *Mining Journal* founded by Henry English in 1835, is the oldest journal of its kind and today circulates

Three journals devoted to nuclear power have started since the war. *Water Power* was specifically designed for export abroad, and is the only journal devoted exclusively to hydro-electric power. More than 80 per cent. of its readers are outside Britain, the highest percentage being in the United States and Canada. Nearly a quarter of its readers are government and power authorities in over 60 countries.

The journals help other countries in the application of the latest techniques. They suggest ways in which natural resources can be developed.

—British Information Services.

NEW PRESS LAW

The Iraqui Minister for Guidance, Dr. Faisel As Samir announced in Baghdad recently that his Government had decided to promulgate a new Press Law for "better regulation of the country's Press".

He said that the craft law would be submitted to jurists and journalist bodies for comment before it was enforced.

Khruschev Says :

JOURNALISM, HONOURABLE AND DIFFICULT

On March 25 the Association of the French Diplomatic Press, whose members are the leading political commentators of the French Press, held a luncheon for the Premier of the Soviet Governmet, N. S. Khrushchev, in Paris. A large number of journalists representing the press of a great variety of countries from all over the world met at the "Dauphin Pavillon" restaurant in the Bois de Boulogne.

Robert de Saint-Jean, the president of the Association, inagurated the proceedings, whereupon N. S. Krushev then took the floor. First of all, in his speech he said :

" I am very glad to be meeting you, journalists, the representatives of the "fourth force", as it is called in France, The Press is of utmost importance in creating public opinion and it depends on you, journalists, to no small extent as to what direction people's thoughts will take. I would like to believe that you journalists will actively contribute to good mutual understanding and to friendship between our countries, to the consolidation of peace.

"...Your profession is both honourable and difficult. Just like politicians, you have to recognize what is new in life, evaluated it and estimate the prospects. And much depends on the way you do it, above all thinking of the public, of the nations. And the state of mind and the wishes of the nations are, after all, an immense force.

"Formerly certain journalists distingushed themselves in propagating the 'cold war'. To put it mildly, they bound up their fates to a large extent with the fate of the 'cold war.'

'Life has shown that the period of the 'cold war' is drawing to a close. One should not be afraid of such facts, one should welcome them and do all one can to bring about its end. The press can do a great deal in this field.

"Formerly one used to say of diplomats that they had a tongue in order to conceal their thoughts. I feel that diplomatic correspondents of the press have other principles. Whoever wishes to serve his people faithfully, should not hide the truth. Journalists were not given pens so that they could hide, but so that they could depict international events truthfully, without distortion and invention.

"For the journalists who see their noble profession in a correct light, what could be finer than to contribute to the strengthening of friendship among the nations, to confidence and mutual understanding between states, to peaceful co-existence ?"

N. S. Khrushchev answered many questions posed him by the journalists. The editor of "Liberation" and president of the International organisation of Journalistts, Jean-Maurice Hermann-put the following question to him :

"In your opinion, what is the role and responsibility of the journalist, especially those who deal wtth diplomatic problems ? Do you think it is important that there should be frequent personal contacts and exchanges of opinion amongst them, as is the case between statesmen ?"

N. S. Khrushchev answered :

"I do not know what words to use, to express how highly I value the work of journalists. A great deal depends on the work of journalists. I don't want to offend you, dear friends, but amongst you there are only too many who misuse their position.

"We value and approve very highly of the activities of journalists, but we would like journalists to carry out their mission faithfully and with an awareness of a great responsibility to explain events truthfully, not to distort things in their commentaries and and articles. We welcome those journalists who devote themselves to ensuring good friendly relations between nations, to strengthening peace throughout the world. Such fine activity and contacts between jurnalists are undoubtedly useful in this cause."

— *"The Democratic Journalist"*

Br. FOOTBALL ASSOCIATION Vs SPORTS WRITES

A meeting between the Football Association and British sports writers in an effort to restore harmony between them was suggested by the Press Council, in a report issued in London on April 3.

According to a Reuter message, the council, watchdog of journalistic ethics but with no disciplinary powers, added it was much concerned at the differences and misunderstandings which had developed between the football writers and the Association.

"These are contrary to the best interests of the game and journalism", the Council said.

The Council's report was issued after it had investigated a complaint from the Football Association about the standards of reporting and coverage of the 1959 England International football tour to Brazil, Peru, Mexico and U.S A.

The Council said that while inquiring into the general charges, it was struck by the spirit of antagonism which appeared to exist between the F. A. officials and some of the Press representatives

The F. A. said that upto a few years ago relations with the Press had been ferfectly happy. They had begun to deteriorate with the introduction of a new style of reporting.

One F.A. member called it the "quote system" and another stated that there was a demand for "underthe-counter" stories, the Press Council report said,

AT STRASBOURG

ADVANCED TRAINING FOR JOURNALISTS

Jacques Leaute, Director of the Strasbourg International Centre foı advanced training of Journalists, and Professor of Law and Political and Economic Sciences, University of Starsbourg, describes the work of the Centre in the following article.

Three years' experience now makes it possible to prepare a first appraisal of the activities of the international Centre for Advanced Training of Journalists of the University of Starsbourg and to express an opinion on the usefulness of regional centres of journalism in general.

The starsbourg centre is actually a part of a broader structure which was planned at a meeting in Paris in April 1956. At that time, a group of information experts, convened by Unesco, studied means of contributing at the level of that international organization to the development of professional training of journalists in press, radio, films and television. The timeliness of such a conference was very evident. The press has attained such an influence in modern civilization that its members should be given an education commensurate with their responsibilities. The difficulty at the level of Unesco's 82 Member States is that, unlike mathematics, physics or biology, the same laws do not apply to journalism, where ideologies differ Therefore it was not certain, *a priori*, that there were sufficient common elements to make possible an international iniative for professional training in that field.

However, in an act of faith, the experts chose to gamble upon the affirmative. One of their principal suggestioes was the creation of several regional centres throughout the world, to cover vast geographical regions. where there could be exchanges of teaching experience, where instructors could be trained or complete their preparation, and where new initiatives for the advancement of culture in information work could be brought forth. The Unesco Secretariat, accepting that idea, chose to take the first steps in Europe, where, as in North America, the teaching of journalism is already developed.

After a preliminary conference held in France, at Srasbourg, from 3 to 5 December 1956, with specialists from 17 countries participating, it was decided that the first regional centre would be created at the University of Strasbourg. The statutes of the centre were approved by decree of the French Ministry of National Education on 25 July 1957. The centre opened its doors on 15 October 1957.

The first centre took the from of an institute of the university, under French law, directed by a professor of the University of Strasbourg, administered by a governing board composed of French and foreign members on about an equal basis. half of them from the fields of information and half from the university. An executive committee was formed, on a smaller scale. The centre was installed at 10 Rue Schiller in Strasbourg in a building acquired by the university and equipped with adequate technical facilities, including a simultaneous interpretation system, thanks to the co-operation of Unesco which continued to help the new centre both morally and financially.

There was no precedent for the task. It was decided to begin by organizing international sessions for higher training; these were held in October-November 1957, November 1958 and November 1959. The principle of the three sessions was the same. Men of

(See page 10)

"dpa" to Intensify Contacts with India

The well-known German news agency, "dpa" ("Deutsche Press-Agentur"), has a world-wide network of correspondents and partner-agencies, and includes an office in New Delhi under the charge of a senior German journalist. As described in an article in the "German News Weekly" of January 2, 1960, the agency has had a remarkable development and it has a teleprinter service from Bombay to its head office in Hamburg where news stories from all over the world are handled by a corps of trained journalists and then served to subscribers.

In an effort to intensify the agency's contacts with India, Dr. Wolfgang Weynen, General Manager of "dpa", visited India in March. He met leading journalists and other Indian leaders in Bombay and Delhi and discussed possibilities of further co-operation between India and Germany in the exchange of news. At the Indian capital he called on Vice-President Dr. S. Radhakrishnan and Prime Minister Nehru, and also met senior officials of the Ministry of External Affairs. He was the guest of honour at a reception held by the German Ambassador Dr. Welhelm Mechers when newspaper editors and other prominent representatives of the Indian Press were also present.

Greatest Pride

"dpa" is owned by the German newswpaper publishers, and its greatest pride lies in its independence and its economic and journalistic freedom. Free from political pulls, it has been rendering an unbiased and truly objective service to its numerous subscribers both in Germany and outside.

"At the moment, the services of "dpa" are not being availed of by the Indian news agencies," Dr. Weynen told a "German News Weekly" representative, "but when they begin to do so, they will find that "dpa" can substantially supplement the existing news service. This would, however, involve no competition with the other existing fereign news agencies".

Speaking about the scope of work his agency in relation to India, Dr. Weynen said he was prepared to beam news to India for five to six hours a day. His agency was already "morse-casting" message to Karachi. While in Pakistan, which country he had visited during his present tour of India and other countries of South-East Asia, he had found that the Pakistan Press Association was making good use of "dpa" despatches Dr. Weynen revealed.

— *German News*

DILEMMA—
OF THE SOVIET PRESS

[There is a new trend toward a sprightlier Press in Soviet Russia According to Mr. LEO GRULIOW, Editor of "The Current Digest of the Soviet Press" published by the Columbia University, New York, the Soviet Press, even though a monopoly, confronts a test of popular interest. To meet this test, Soviet Journalism is taking new vigor, tone and style — along with this, the ticklish problem of confining the changes to externals.]

One of the observations which has become almost commonplace in the reports of foreigners who have traveled in the Soviet Union is that after 42 years of massive propaganda indoctrination large numbers of Soviet propaganda indoctrination large numbers of Soviet citizens still appear to have remained immune to its effects. The Soviet press has confirmed this on innumerable occasions by railing at public apathy and complaining of the failure of domestic propaganda to reach wider segments of the population.

In a determined effort to make Soviet propaganda and agitation more effective, the Khrushchev regime has sought, almost from the start, to break away from the hidebound patterns of presentation established by a quarter-century of Stalinism. This has been particularly true in the field of the press, which has been encouraged to experiment with the techniques of popular journalism.

Khrushchev personally initiated the change in December 1953 when, as the new first Secretary of the Communist Party, he addressed a conference of the country's leading newspaper editors and urged the need for livelier journalism. His 35 years-old son-in-law, Alexei Adzhubei, first as editor of the Young Communist League newspaper *Komsomolskaia Prvada*, and since last May as editor of the government organ *Izvestia*, has led the new trend toward a sprightlier press.

The trend was slow to gain momentum in the face of deeply ingrained inhibitions and controls which for a long time continued to impose strict conformity, even while the journalists were being encouraged to try fresh modes of expression. For several years the trend towards popular lournalism was confined to a handful of newspapers, and even there it suffered a setback with the return to closer regimentation after the Hungarian uprising of October 1956. The signal for renewed conformity was given by Khrushchev's reprimands to writers who had ventured to present critical views of Soviet society. "The press cannot be placed in unreliable hands," he told the writers in 1957—and his warning did not go unheeded.

Within the past year, however, the tendency toward popular journalism has spread rapidly. It has taken the form of breezy make-up, briefer writing, greater attention to news, a rare indulgence in apolitical stories (such as the reports of the sighting of the abominable snowman in the Pamirs) the use of headlines and photos designed to catch the eye, and concern with topics of everyday living Some newspapers have reduced the amount of space given to the less important official communiques.

A factor which undoubtedly spurred these recent changes in Soviet journalistic style was the fear repeatedly voiced by ideologists of the regime that Soviet minds might be influenced by greater contact with the foreign world under the policies of peaceful coexistence and freer cultural interchange. "There must be no ideological disarmament" has become a familiar slogan. But the problem is how to hold the Soviet reader's interest in competition with the attraction of foreign ideas.

The changes in the press have been confined almost entirely to form and manner of presentation. Nevertheless, there is the danger that the granting of a measures of freedom in regard to style may, as in literature, encourage "deviation" in content. A strictly regimented press is easier to find individualistic ways of expression. Probably for this reason, old-line editors and propaganda officials, still entrenched in positions of power, have shown distrust of the new trend in journalism and have voiced occasional criticisms and warnings against "sensationalism."

Effective popular journalism presents an additional problem: It requires skill of a high order. Most of the older Soviet journalists and all the officials controlling the press have come directly from the ranks of the party, and their training in the journalism departments of party schools placed less emphasis on the development of working skills than on party indoctrination and ideology. Even the new crop of young journalists—graduates of the university schools of journalished in the past decadc—suffers from inadequate professional preparation as a consequence of overemphasis on ideological cources in the cnrricula of these institutions.

It was against this background that the First Congress of Soviet Journalists took place in Moscow November 12-14, 1959. The congress formally brought into being the new Union of Soviet Journalists, the establishment of which after four years of organizational work endows Soviet newspapermen with professional status. The Union (distinct from the cultural workers' trade union, to which newspapermen belong) is comparable to the other professional associations of writers, musicians and other high-prestige groups among the Soviet intelligentsia. It includes representatives of radio and television.

The congress divided its emphasis between craftman-ship—described by *Izvestia* as "the word probably heard most often from the congress platform"—and reassertions of the Soviet journalist's subservience to the regime. But there was no question as to which theme predominated. It was succinctly summed up in *Pravda's* comment, "We see the journalist as primarily a political worker."

M. A. Suslov, Presidium member and Central Committee Secretary long identified with Stalinist controls in ideolgical fields, struck the keynote of the Congress in a message of greetings from the party Central Committee stressing "intolerance of ideological waverings and revisionism" and "an uncompromising attitude toward bourgeois ideology." These phrases not only were incorporated in the formal statutes of the Union, but were repeated in almost all the congress speeches, in the press comment on the proceedings, and—coupled with a profuse pledge of the journalists' loyalty—in a message of reply from the congress to the Central Committee.

The Party's control of the press was fully reflected in the composition of both the new Union and the congress. Pavel A. Satyukov, editor of the party organ *Pravda* delivered the main report to the congress and was chosen chairman of the board of the Union. He announced that, of 60,000 Soviet journalists, 23,000 (described as "professionally the most active") had been enrolled in the Union. Of these, 77 percent are party members. No less than 96 percent of the 751 congresss delegates were party members "In effect, our congress is a congress of party journalists." declared M. D. Ovsyannikova, chairman of the credentials committee. "The tasks of the Union," said Satyukov, "are determined by the decisions and directives of our party."

In a speech at a Kremlin reception for the delegates, Premier Khrushchev indicated the role of Soviet journal ists by describing them as the party's "right-hand assistant" (*podruchniie*—a word suggestive of "handmaidens") "because they are always at hand." He went on to complain of the boring nature of many Soviet newspapers.

Neither Khrushchev nor any of the congress speakers, of course, related monotony and dullness in Soviet journalism to the regime's requirement of ideological conformity. But even so, the dilemma of a press now expected to be sparkling and original without deviating from approved ideologial formulas underlay many of the statements made during the congress. Speaking of dull headlines. Adzhubei remarked: "Of course, the easiest thing is to leave them just the way certain organisations hand them to us." In an article on the congress, writer Sergei Mikhalkov asked: "Why shouldn't we write for the public demand? Why should our newspapers be indigestible? Why have some newspapermen double-checked and ironed out articles until they turn into a string of truly rigid formulations?" Mikhalkov discreetly did not answer the questions he raised, but contented himself with the comment that the situation is beginning to change.

The same dilemma was also implicit in a comment by Boris Polevoi, a special correspondent of *Pravda*, who wrote: "An orchestra cannot perform a musical work if the only instruments heard are, say, the violins and the drums. It is the same with a newspaper." Even L. F. Ilyichev, head of the Union Republics division of Agitprop (the party's Agitation and Propaganda Department, which controls the press), asked: "Why has our press not yet printed thoughtful, good studies of the cultural development of the workers at this or that factory, their state of mind, the growth of labour productivity or the problems of actual relations within the collective of workers? Why do bourgeois sociologists and philosophers concern themselves with these questions, while our experienced journalists avoid them? Probably because we have not given [our journalists] the taste for these questions But the time is coming when it will be necessary to take them up."

Polevoi, Mikhalkov and other advocates of brighter journalism particularly emphasized the need for more news from abroad. "Interest in foreign news is so great that you can no longer feed the reader Tass sea-biscuits," commented Polevoi (obviously referring to the dull nature of the Tass agency's dispatches from overseas, on which most Soviet newspapers rely as their only source of foreign news).

While going along with the pressure for greater leeway of expression; members of the Old Guard warned against the dangers which might result. Newspaper satirists, noted Satyukov, "hold a very sharp weapon in their hands, and they are obliged to use it very carefully in order, as Nikita Sergeyevich Khrushchev put it colorfully, not to turn their fire on their own forces." In a long speech which foreshaadowed the January 1960 decree intensifying party propaganda, Ilyichev implied that the newspapers' new preoccupation with topics of everyday living and morality—which provide some of the most interesting material in the more popular paper—had resulted in neglect of propaganda writings on Marxist-Leninist theory, and he demanded that the authority of the newspapers' Marxist-Leninist propaganda departments be restored. Despite his admission that writing on theory had been dull and lifeless, the only formula Ilyichev had to offer to solve the conflict between dullness and the need for holding the attention of the public was the same as set forth in the propaganda decree two months later: make the propaganda livelier. Neither his speech at the congress nor the decree explained how this was to be done within the confines of a narrow set of uniform ideas. Newspapermen and propagandists alike were advised to take a lesson from Khrushchev's vigorous style, but the fact that Khrushchev can indulge in bold turns of speech without fear of penalty for "deviationism" was not pointed

SPRIGHTLIER PRESS ONLY IN FORM

What of the Reader?

In all this, what of the reader? Shortly before the congress a Central Committee investigation of newspaper circulation disclosed that the reader has become in creasingly selective and critical as the choice offered him has expanded The newsprint allocations to Soviet papers are determined arbitrarily on the basis of the party's judgment of the needs of each paper and its political importance In the past, when the demand for newspapers greatly exceeded the supply because of paper shortages, there was no need to worry about returns from the newsstands. In recent years, however, the situation has changed greatly: while the shortage of newsprint, and hence of newspapers, has been alleviated, the newspapers have raised their prices slightly in line with the general commercial principle of profit-making.

(*See Page 11*)

(From page 7)

various horizons—journalism professors and journalists of various media who were interested in questions of professional training—sat together to discuss the problems listed on their agenda, following lectures given by specialists from Europe (Eastern and Western), from America, and sometimes from Africa and Asia. Fellowships created by Unesco, by professionnal organizations, by States and by the centre financed the travel or the living expenses of some of the trainees, while others paid their own way. The number of participants was limited each time to 35, to permit a close acquiantance among those who had come to spend a month together though separated by various frontiers — material, pol tical, moral or religious.

The experiment has shown that the participants had enough common professional aspirations to make possible a fruitful exchange of information about the concepts and methods of work in their respective countries, and even to inspire constructive enterprise in certain fields Each time, the problems of professional trainning became a part of broader questions, by reason of their obvious connexion with other information problems.

Brought together as they were through various fellowships, not all participants were journalism professors. The very principle of journalism teaching is not conceded in all countries There are many countries which do not have journalism professors. And, where journalism schools do exist, the standing of the professional teachers is not the same, due to differences in teaching methods. A desire for professional promotion therefore helps to bring journalists and professors together.

The work at the centre dealt at first with those questions concerning all the various media, and then in turn with questions concerning the written press and the audio-visual press, and finally, in 1959, with the problems of professional training in the new nations. Suggestions were made for the setting up of information agencies in Africa; for the writing of handbooks in popular terms in the fields of scientific and economic journalism; and for other enterprises.

—Quarterly Bulletin.

It became necessary a year ago to publish a quarterly bulletin, in French and English, devoted to journalism teaching and to the treatment of common problems; to publish the centre's courses; and to issue diplomas to participants who present papers reviewing their work—if an international jury finds that the candidates have sufficient pedagogical and scientific merit. In other words, the, centre is to be a focal point for higher professional training in journalism, which will promote the exchange of experience and initiative in its field of work.

Since this first move proved the usefulness of the project, a second centre soon followed. Unesco, acting with the Government of Ecuador and the Central University of Ecuador, organized a meeting of experts at Quito from 29 Sep. to 3 Oct. 1958 to consider the possibility of setting up a centre for Latin America. In Sep 1959, Unesco sent to Ecuad Mr. Pierre Nitvauz, head of the Clearing House of the Department of Mass Communication, and the director of the Strasbourg centre.

The Latin American Centre for Advanced Training of Journalists finally took the form of an autonomous insititute under Ecuadorian law and directed by Mr. George Fernandez, secretary-general of the most important newspaper of Quito, with the assistance of an international governing board in which the university, the press and the Government of Ecuador are represented. The centre will be installed in the new buildings that the Central University of Ecuador has made available in Quito. It will open its doors in March 1960 whith a seminar bringing together the principal directors of journalism schools and leaders from the major information media in Latin America, who will decide upon the main lines for the future sessions of the centre.

The first of these sessions will begin in October 1960 and will last probably two or three months. Fellowships created by Unesco and by the Organization of American States will make possible travel and attendance by some thirty participants recruited in Latin America among professors of journalism and professional journalists interested in the problems of training.

This second move indicates the continuity of the pattern. But solutions which are successful in one region cannot be applied to other parts of the world without adaptaiion. So there are differences between the two centres already establiseed. Each new step forward must be prepared by close study, and be guided by the previous experiences. In this connexion the Bangkok conference in early 1960 should contribute to the study of this problem in the Orient. It marks a further stage in this endeavour to develop and improve the techniques or information throughout the world.

—Unesco Chronicle.

PRESS DAY IN RUSSIA

Press Day was celebrated in the U. S. S. R. on May 5.

This traditional holiday is annually observed to commemorate the appearance of the first issue of PRAVDA, on May 5, 1912.

The TASS Says:

"The Soviet press is the press of a new type. Closely linked with the masses, it reflects the interests of the people, the progress of the building of communism in the USSR and the interests of safeguarding peace among the nations, whatever their social systems.

The Circulation of most of Soviet newspapers is continuously on the increase. 10,603 newspapers with a total daily circulation of 62.3 million were appearing in the USSR in 1959. This is 10 times the number and 19 times the circulation of 1913. One hundred and forty new propers came into existence during the past year alone. Newspapers are published in 67 languages in this country at present.

In 1959, 908 literary, political, social, economic and other magazines were issued with an annual circulation of 515,000,000 copies.

The Soviet Union holds first place in the world for the pubiication of books. In 1959, 69,072 titles were published with an aggregate impression of 1,169,000,000 copies. This is almost 12 times as much as the figure for 1913. Books are published in 136 languages.

Besides Russian classics and books by Soviet authors, the Soviet publishers brought out last year 1,235 titles by writers from various countries in a total impression of 81,000,000 copies. This is five times the figure for 1950.

INALIENABLE RIGHT OF MAN:

TO KNOW AND FREELY TO SEEK TRUTH

[During the spring of the Economic and Social Council which met in New York Apr. 5-21 the Social Committee of the U. N. Economic and Soeial Council adopted by 15 Votes to none, with three abstentions (Bulgaria, Poland, USSR) the text of Declaration on Freedom of Information.)

Declaration on Freedom of Information

The following is the text of the Declaration:

WHEREAS the development of friendly relations among nations and the promotion or respect for human rights and fundamental freedoms for all are basic purposes of the U. N;

WHEREAS the Universal Declaration of Human Rights affirms that "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers;"

WHEREAS freedom of information is essential to the respect for other human rights and fundamental freedoms since no other liberty is secure if information cannot be freely sought, received and imparted;

WHEREAS freedom of information is also fundamental to peaceful and and friendly relations between peoples and nations, since the erection of barriers to the free flow of information obstructs international understanding and thus impairs prospects for world peace;

WHEREAS newspapers, periodicals, books, radio, televisions, films and other media of information play an impartant role in enabling people to acquire the knowledge of public affairs necessary for the discharge of their responsibilities as citizens, and shaping the attitudes of peoples and nations to each other, and therefore bear a great responsibility for conveying accurate information:

Now therefore the General Assembly

DESIRING to reaffirm the principles which should be upheld and observed and which domestic law and international conventions and other instruments for the protection of freedom of information should support and endeavour to promote;

PROCLAIMS this Declaration on Freedom of information in proof of its determination that all peoples should fully enjoy free interchange of information and access to all media of expression.

ARTICLE I: The right to know and the right freely to seek the truth are inalienable and fundamental rights of man. Everyone hcs the right, Individually and collect.vely, to seek, receive and impart information.

ARTICLE II: All governments should pursue policies under which the free flow of information, within countries and across frontiers will be protected.

The right to seek and transmit information should be assured in order to enable the public to ascertain facts and appraise events.

ARTICLE III: Media of information should be employed in the service of the people. The development of independent national media of information should be encouraged. No government or public or private body or interests shouid excrcise such control over media for disseminating information as to prevent the existence of a diversity of sources of information or to deprive the individual of free access to such sources.

ARTICLE IV: The exercise of these rights and freedoms entails special responsibilities and duties. Those who disseminate information must strive in good faith to ensure the accuracy of facts reported and respect the rights and the dignity of nations, groups and individuals, without distinction of of race, nationality or creed.

ARTICLE V: The rights and freedoms proclaimed above should be universally recognised and respected and may, in no case, be exercised contrary to the purposes and principles of the United Nations.

They should be subject only to such limitations as are determined by law solely for the purpose of securing the recognition and respect for the rights and freedoms of others,and meeting the just requirements of national security, public order, morality and the general welfere in a democratic society.

(From page 9)

The consequence has been that readers have become more fastidious in their selection of reading matter. The Central Committee survey brought to light the fact that the value of unsold papers in 1958 came to 1,500,000 rubles. Readers are no longer buying dailies which appear eight hours late—as did the Kiev *Pravda Ukrainy* on 15 days in the first quarter of 1959—and they are turning down thc duller and more monotonous papers. This was the clould on the horizon, no bigger than a man's hand, which cast a shadow over the journalists' congress. Despite rapid growth, the Soviet press ranks far below that of many other countries, including the Scandinavian countries, Iceland, Britain, France, and the United States, in number of copies sold per capita. It can no longer count on shortage of supply to guarantee continued growth. For the first time, the newspapers (rather than the distributors) have been made to bear thc cost of unsold copies. In short, the Soviet press, even though a a monopoly, confronts a test of popular interest. To meet the test, Soviet journalism is taking on ncw vigor of tone and style—and along with this, the ticklish problems of confining the changes to externals.

(From " Problems of Communism ".

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IN EAST GERMANY:

ONLY CO-OP. NEWSPAPERS

Says, Dr. George Krausz,

Editor: "News Deutschland"

IN East Germany, there are only newspapers of the co-operative type. There are none published by private persons or trusts. All the papers in our country nowadays belong to the people: they are owned by the various political parties and organisations all of whom cooperate closely following the principles of anti-fascist ideology we have in our country five political parties. The party of the working class, the Socialist Unity Party. is the strongest and leading party. I have the honour to belong to that party as an Editor of the central paper of this Party, "Neues Deutschland" (New Germani). The other parties Liberal Democratic Party, Christian Union, National Democratic Party and Peasants' Party–all have their own news-papers· And, all the papers are no private property, no business concern, but really free newspapers working in accordance with the principles of these parties.

4500 Strong

Our Union of Journalists consists of a membership of 4500 journalists who either belong to the different parties or who do not belong to any political party at all. We have learned from the bitter experience of Nazi dictatorship under Hitler, and have expelled from our profession all those journalists who were not democratically minded, who have supported the Nazi regime, who had advocated the war of aggression against other nations who had preached racial discrimination and colonial oppression of other peoples; and who had glorified the crimes of the German fascists.

In our Republic only those are allowed to work as journalists who adhere to democratic, peace-loving, anti-fascist and anti-imperialist ideas.

> *The following is adapted from a speech of Dr. Krausz before the Madras Union of Journalists in April. Dr. Krausz, who is also chairman of the East German Union of Journalists, led his country's delegation to the Patna session of the Indian Federation of Working Journolists.*

Taining centres

In order to intensify and strengthen this spirit of our journalis-of our Press–we pay special attention to the education and training of journalists and their close connection with the people. The Union of Journalists, and the Faculty of journalism at the Leipzig University are training centres for young journalists. In the publishing houses and the editorial offices, there is a close and fraternal cooperation between journalists and press workers, and they belong to the same trade unions in their places of work. These trade unions together with the parties which publish the papers and state authorities take decisions about the wages and salaries of journalists and the press workers.

Working conditions

There is a fixed scale of wages which safeguards the marterial interests of all the manual labourers and the brain workers of the Press. They all are cared for by a system of social insurance under wich they get medical treatment free of charge when they fall sick. Medicines, hospital treatmentt cures and medical baths at spas and other health resorts are all provided to them if they need free of charge. A journalist who is sick for a long time gets his pay and allowances paid to him by the trade unions; and this amounts to the full he would otherwise earn. Moreover; there are laws and there is the general practice which guarantee yearly holidays of two to four weeks to every journalist and printing press worker. During these holidays, their normal salaries are paid to them, and they spend their holidays in the recreation hostels and holiday resorts of the trade unions, or they can go aboard holiday steamers. Thers is also a lively exchange of holidays makers from our country with those from countries with which we have very close and friendly relations. And all at a very low cost to the individual worker.

Gang Attacks "The Mainichi"

A band of hoodlums attack *The Mainichi*, one of Japan's biggest newspapers, shortly before dawn on April 2 delaying its publication by 40 minutes.

Police arrived when newspaper workers grappled with the invaders and arrested three of them, while the remaining 16 got away in waiting cars. They where identified as members of a gang in Tokyo.

It was reported that the attack was made in retaliation for the paper's crusade against gangsterism and vice, especially naming the group, to which these attackers were said to belong.

The Mainichi officials, however, said the paper would not relent in its anti-vice campaign despite any intimidaion.

GUILD GET-TOGETHER:

Mr. M. E. Allen, Mr. R Balasubramanian and Mr. G. D. Taylor

Over 25 members attended the Get-together meeting of the Guild on May 21 when Mr R. Balasubramanian, I.A.S. Commissoner, Corporation of Madras was the cheif guest.

Mr K. Madhavan Nair, Panel Chairman, who presided, welcomed Mr. Balasubramanian and referred to his distinguished work as Collector of Madurai District before being assigned to the Corporation of Madras.

After light refreshments there was an off-the-record discussion on various matters of civic importance, and on the need for providing increased amenities to the growing population of the City,

Mr S. Ramanadhan. Secretary, thanking Mr Balasubramanian for accepting the Guild's invitation said such frank discussions by members with officials and non-officials on various matters of public importance were proving very helpful in understanding not only the background to many of the problems facing the people, but also the difficulties of the Government and other agencies.

Indo-British Goodwill

Mr M. E. Allen, Deputy High Commissioner for the United Kingdom in Madras, and Mr G. d'arnaud Taylor, Regional Information Officer, British Information Services were the Chief Guests at the Get-together of the Guild held on June 18 at the Guild's premises.

It was the first visit to thc Guild of Mr Allen, who succeeded Mr R. G. Chisholm, and of Mr Taylor, who succeeded, as Information officer of the B. I. S., the late lamented Mr J. A. Borron.

Mr K. Madhavan Nair welcomed Mr Allen and Mr Taylor. He said it was a significant day in the annals of the Guild in as much as two good friends of newsmen, one an eminent diplomat and the other, an experienced journalist,and a 'former Madrasi' (Mr Taylor was a Senior Sub-Editor on "The Mail" till 1948) were visiting the Guild. He also referred to the fund of goodwill not only between the City newsmen and the B. I. S.—thanks in no small measure to the friendly contacts cultivated by the late Mr J. A. Borron, but also the goodwill of the British people for India and her people. The British Information Service and the late Mr Borron, he said, had considerably helped the Guild in many ways to build the organisation and by providing background and reference meterial. He was sure that both Mr Allen, who had endeared himself to the people by his evident sincerity and understanding, and Mr Taylor, who was no stranger to Newsmen in Madras, would strengthen the bonds of friendship.

Mr Allen and Mr Taylor thanked the Guild for the kind references about them and assured the members of their desire to help maintain the goodwill not only between Newsmen and the High Commissioner's office, but also between India and Britain.

The chief guests spent over an hour in an informal discussion with members.

Mr. S. Ramanadhan thanked Mr. Allen and Mr. Taylor for so readily accepting the invitation He said they would be always welcome to the Guild, and as a fraternity the members would do everything to foster good understanding between India and other friendly countries.

OUR NEW EXECUTIVE

At the 3rd annual general body meeting of the Guild, on Apr. 24, Mr. R. K. K. Menon presiding the following were elected office bearers for 1960-61.

Mr. S. Ramanadhan (The Mail) Secretary; Mr. D. V. Vasudevan (The Hindu) Jt. Secretary; and Mr. V. S. Padmanaban (The Mail) Treasurer; Messrs. R. Narasimhan and B. S. Padmanaban, of the Hindu, Mr. K. Madhavan Nair, (The Mail) Mr. R. Ramachandra Ayyar (Indian Express) Mr. S. Namachivayam (Nava India) and Mr. N. S. Parthasarathy (Swadesamitran) Panel Chairmen.

Messrs C. N. Ramachandran (Times of India) R. V. Sowlee (The Hindu) and P. K. Gupta (P.T.I.) were elected to the Editorial Board. The meeting adopted the annual report presented by Mr. R. Narasimhan and the statement of Accounts presented by Mr. B. S, Padmanaban.

PERSONALIA...

Mr. SRINIVASAN PARTHASARATHI, Publisher of "THE HINDU" who was recently on a ten-week tour of the United States of America at the invitation of the U. S. Govt. returned on May, 17. The trip took Mr. Parthasarathi from the Pacific to the Atlantic. He met many Americans fron different walks of life. On his return he said: "American interest in Indian affairs is growing."

Mr. T. A. SUBRAMANIAM, Assistant Editor, "Statesman" Calcutta took over as Editor, "The Mail" in May, in succession to Mr. Allan Taylor. Mr. V. P. V. Rajan acted as Editor from Apr. 1 to middle of May.

Mr. S. RAMACHANDRAN, staff Correspondent of the "THE HINDU" in Calcutta for over 5 years is now back at the Head office, He joined the reporting staff in the City in May.

Mr. EASWAR SAGAR, Sub-Editor "THE HINDU" transferred from desk to reporting and assigned to Calcutta in the place of Mr. Ramachandran took charge in May.

Mr. T. R. RANGANATHAN, long a stringer at the Meenambakkam airport for "THE MAIL" and the Press Trust of India has joined the staff of the P.T.I. in Madras.

Mr. M. S. NIVAS, a former Reporter in the INDIAN EXPRESS, has been appointed stringer for the P.T.I. in the Meenambakkam Airport. He is also covering airport news for THE MAIL.

Mr. P. B. LOGANATHAN, Chief Sub-Editor "The Mail" is scheduled to leave for the U.S.A. in August on a 4 month study-cum-training program at the invitation of the U. S. Govt.

Press . . . .

(*Contd. from page* 2)

The Press offered an audience that could be categorised, analysed and computed, while in any other media it was in the dark about the audience. Another advantage of the Press was that it offered a wide exposure, because of the time spent by a reader and the variety it offered. There was no interruption, separation, or sponsorship and therefore, there was no latent hostility. While the reader relied on it for his facts, pleasure and profit, advertisers could likewise depend on it for projects. It was here that the question of loyalty played a prominent part. Since newspapers catered to the intellectual elite, the relationship between the reader and his newspaper was so solid that it should not be dublicated or disturbed by any other medium.

Discussing the future of the Press. Mr. Reddi said that in the context of the present economic development, the newspapers, in order to have mass readership, should change their content and presentation and make it more acreptable to the general mass of people.

On the advertising agency commission of 15 per cent Mr. Subhas Ghosal, Director, J. Walter Jhompson and Company, Calcutta, explained that the percentage had come to be fixed by means of trial and error and had come to be the standardised commission even in countries where there was advertising to a large extent. Anylysings of an agency, he cited three instances and pointed out that nearly 70 per cent of the commission was spent on specialised personnel required to be employed by an agency if it had to be efficient in its service. About 17 per cent would cover other expenses connected with the business, while hardly a little over ten per cent would remain as profit on the business, which carried very heavy risks. Mr. Ghosal referred to the study conducted in the United States in 1957-58 in the matter of agency compensation and added that for several reasons the basis of payment had continued to be 15 per cent. Stanting that the services of advertising agencies were largely being indented for other collateral services Mr. Ghosal urged that the time had come when bodies like the Indian and Eastern Newspaper Society and the Advertising Agencies Association of India should go into the problem of agency commission deeply and see if it could be revised suitably, consistent with the prevailling conditions.

"Busy Bodies" Not Wanted

(The "Critic" in his article published in the *Newsman* of Mar-Apr. pleaded for the appointment of Military Correspondents. "The Mail" in its column "Matters of moment" on May 27, howevery, disagreed with this view.)

"The Mail" said:

"Writing in the latest issue of *Newsman*, official organ of the Madras Reporters' Guild, "Critic" pleads for the appointment of Military Correspondents in newspapers. Such dignitaries do function in some of the richer dailies in our country, most of them armchair strategists who have a profound sense of imagination to draw upon. Where such correspondents are in any way connected with the Defence Forces, they take particular care to avoid giving any information of value, and are content to examine questions like the superiority of the army over the Air Force or *vice versa*.

Apart from the fact that a large majority of Indian newspaders cannot afford the appointment of costly Military Correspondents, their utility itself is of doubtful value. In the first place, in peace-time, the newspaper reader, who constitutes a very small fraction of India's teeming millions, is hardly interested in matters military. Secondly, in an emergency like war or civil commotion, not only will Military Correspondents be treated with the distance they deserve, but they will be doing a distinct disservice to the country by publishing information that would benefit the enemy or the rebel. It is good to keep the people of the couutry informed of defence preparations and there is certainly scope for taking the public into greater confidence, But these measures should come from the Government, not busybodies who would, though unintentionally: jeopardise national security."

REPORTER SENTENCED

A Paris Military Tribunal has awarded a suspended sentence of two years imprisonment on George Arnaud. Journalist, and author of best-seling french novel, *le salaire de la peur* (the wages of fear), for refusing to disclose to the authorities the location of a press conference attended by him.

The trial was considered In journalistic circles as a test case in Freedom of the Press and the right of Journalists to professional secrecy as to their sources of information.

The tribunal which met yesterday, earlier rejected Arnaud's piea for trial by a civilian court.

Arnaud had refused to divulge the location of a flat in Paris where he attended, with foreign journalists, on Good Friday a press conference held by Francis Jeanson, a professor of philosophy, who was wanted by the police on charges of aiding the Algerian National Liberation Front.

Arnaud, whose account of the meeting was published in the right-wing evening newspaper *Paris-Press*, was the only French journalist present at the press conference. The foreign newsmen were not prosecuted.

Arnaud declared he would appeal against the decision "The very principle of liberty of the press and of professional secrecy for journalists is at stake", he said.

Mr Cecil King, Chairman of "Daily Mirror" and "Sunday Pictorial," London expressed the view that there was too little of local news in the news: papers in India.

Mr King on a brief visit to Madras in June, in an interview to "NEWS-MAN" said people were interested in knowing more about happenings around them, and newspapers, being dependent on the people among whom they circulate, should give prominence to local events. Second in importance should come 'national' news and only then, international news.

"LITTLE LOCAL NEWS"

Mr King, who was talking to a correspondent of the Newsman prior to his departure for Bombay said "I know the difficulties in giving local news. It requires putting reporters on the job and naturally means expense, where as foreign news comes over the tape ready-subbed and easy to put in."

Mr King spoke of his visit to Japan and said some of the newspapers there had made tremendous advance both in production and distribution techniques.

Mr King, who was accompanied by his wife, spent a day in Madurai and saw the "architectural beauty" of the Sri Meenakshi Temple.

OUTRAGE IN TURKEY

EDITOR YALMAN JAILED

The imprisonment of Ahmed Emin Yalman dominated the press scene in Turkey during March.

The 72-year-old dean of Turkish newsmen entered the Toptasi Prison in Uskudar, on the Asiatic side of Istanbul on March 7, to serve the sentence which, as already reported, was imposed on him for reporting in his newspaper *Vatan* articles by Eugene C. Pulliam, Publisher of the *Indianapolis Star*. He was accompanied to the prison by many colleagues and a delegation of the Republican (opposition) Party member. Many messages of sympathy were sent to his paper from various parts of Turkey and the world.

Before entering jail Yalman distri: buted to reporters a written statement recalling that during 53 years of journalism he has been imprisoned twice before. Yalman, who is suffering from high blood pressure and heart trouble, pointed out that "in spite of my will, these troubles may not allow me to resist the longtime hardship of prison life. But if I should die during my detention, I shall consider it a fit end to a life of idealistic struggle, because I have not lost any hope regarding the future of Turkey."

Greeted by Prisoners

Inside the Toptasi jail, Yalman was warmly greeted by the prisoners—some kissed his hands—and particularly by two of them, Selami Akpinar, Editor of *Vatan* and Sahap Balcioglu, Editor of the weekly newsmagazine *Kim*—both sentenced to 16 months in jail for the same "crime."

On March 11, Yalman's health marked a deterioration and he was taken to the "Numune" Hospital under the escort of two policemen. Doctors advised that he should receive treatment at the hospital and that he should not be disturbed by visitors. However on March 14, officials of the Prosecutor's office visited him for an investigation concerning another article which he recently wrote in *Vatan*.

Meanwhile a third member of *Vatan's* staff, Editor Naim Tirali, who had also received a sentence of 16 months, entered the Bulancak Prison in his hometown of Fircsun, on the Black Sea.

With Yalman now in jail, the number of Turkish newsmen at the moment in prison rose to nine. The list is as follows:—In Istanbul: Sahap Balcio, glu, Selami Akpinar, Ahmed Emin Yalman. In Ankara: Ulku Arman, Beyhan Cenkci, Fatin Fuat Tozam. In Izmir: Tarik Halulu (Halulu, Editor of *Akis*, left jail on March 12, after serving 486 days in prison for an article insulting Premier Menderes). In Erzincan: Yusuf Erdem, Publisher of *Kervan*, published in Nazilli, will enter jail shortly, as his sentence has been approved by the Court of Appeal. A total of 28 newsmen in ten cities are awaiting the Court of Appeal's final verdict on sentences passed by local courts. The total of those senteuces are 28 years and 4 months.

Five Years for an Editor

Resent sentences have included four different cases against Necip Fazil Kisakurek. The Istanbul Press Court sentenced on February 24 the Publisher of *Buyuk Dogu* (which ceased publication) to a total of five years, two months and 15 days as well as a fine of 13,900 liras for the four cases. The sentences are as follows: (1) Three years in jail and a fine of 5,400 liras for a series of articles insulting the opposition leader Ismet Inonu. (2) One year and two months in jail and a finc of 3,500 liras for two articles insulting the Republican People's Party. (3) One year in jail and a fine of 3,000 liras for insulting the former Secretary General of the Republican People's Party Kasim Gulek. (4) Fifteen days in jail and 2,000 laris for failing to publish a denial sent by Inonu's lawyers. All sentences have been appealed. But Kisakurek is due to enter jail later this month for a previous sentence for 18 months.

On February 25, the press Court in Ankara sentenced Beyhan Cenkci, Editor of *Ulus*, to one year and 15 days in jail and Cemil Sait Barlas and Erdogan Tamer, Publisher and Editor *Son Havadis* respectively, to ten months in jail each. The Court also ordered the closing down of the two papers for one month. Both papers were charged with having published a speech by Ismet Inonu, delivered at a Republican Party Convention in Ankara in 1958, which was considered as slanderous against Premier Menderes.

On March 1, Hikmet Yurdakul, Editor of *Bizim Korfez*, published in Yalova, was sentenced to nine months in prison and a fine of 2,500 liras for an insulting article.

On March 9, Cemal Hunal, Semih Tugrul and Peyami Safa, Publisher, Editor and Columnist of *Tercuman* respectively received jail sentences of ten months for an article insulting Falih Rifki Atay, Publisher of the Republican newspaper *Dunya*. If the verdict is approved *Tercuman* will also be closed down for one month.

On March 12, the Court of Appeal approved a sentence againt *Akis* Editor Kurtul Altug for an article insulting the Shah of Iran. The Press Court had earlier sentenced him and the writer Dogan Avcioglu. Altug, who has been in prison before, is expected to enter jail shortly, →

A PLEA FOR REASON

Despite the traditional friendship existing between Pakistan and Turkey, the imprisonment of Yalman and the plight of the Turkish press has aroused serious concern among Pakistan newsmen. Thus, one of the country's leading newspapers, Dawn of Karachi, comments :—

All these reports make painful reading and to us here in Pakistan it is even more so because of the close bonds of friendship and alliance which unite our two nations. It is as friends, therefore, and not as critics, that we venture to express the hope that the Government and Press of Turkey may yet find it possible to come to an amicable understanding which will bring the present unfortunate phase in their mutual relationship to an end guarantee to the Press of that country legitimate liberty of expression without exposing the regime and the personalities in power to virulent or malafide attacks.

Reporter, Not A Demi-God!

An inspiring and challenging new book, "The Professional Journalist" (Holt), by Prof. John Hohenberg, Columbia University Graduate School of Journalism, formerly an ace newspapermen himself, gives this graphic description of "A Good Reporter:"

"This is the image of a man.

"He moves quickly and quietly, asks specific questions, even anticipates events, actions and reactions when it is possible to do do.

"He knows the news of the day, diligently reads the news-papers and magazines and hears the main broadcasts to keep up his background. He is well-educated and well-read.

"He inquires not only into what happened, but also why it happened and what may be expected next.

"He is diligent without being a busybody, penetrattng without being offensive, persuasive without being a confidence man, perceptive without being a reader of tea leaves, thoughtfuf without being pedantic, sceptical without being a confirmed cynic, thorough without being a stenographer, careful without being hesitant, determined without being argumentative, well-mannered without being a doormat.

"He does much more than report the news.

"Journalism would not be his profession if it was a mere recording network for events. He is a primary force in our daily life, a force that transmits, explains and sometimes originates a world-wide flow of current events and ideas. He exerts a vast and incalculable influence over the peoples within range of his communication.

"He is no demigod. He is a reporter on your daily newspaper."

—"Editor and Publisher"

Outrage....

Before entering the Toptasi prison in Istanbul, Ahmed Emin Yalman made the following statement :—

I have had a journalistic career of fiftythree years. All this time has been spent in a firm belief in liberty and in devotion to it. If somebody had made the prophecy that the selfless struggles which I have carried out as a journalist in thc service of liberty would lead me to jail at the age of 72 and in the fiftythird year of my journalistic activity, I would have found it ridiculous and considered it as a bad joke.

It is more unpleasant for the record of the country and the Democratic Party than for myself, that this very thinh is happening in the hundredth anniversary year of the Turkish press and tenth anniversary year of the coming to power of the Democratic Party, in the struggles for the existence and development of which in the years of its opposition I took full share and to which I gave its name. When the party came to power in 1950 on May 14, which is my birthday, I stated that I had never received a more valuable birthduy present from destiny.

Sacrifice for Liberty

Every struggle for right and liberty in any part of the world has made it clear than liberty needs to be jed constantly with self-sacrifice. I am grateful to the Almightly to have given me the opportunity to join the ranks of those ready to enduer sacrifice for the sakc of the country and of the journalistic profession and to follow the path of such fighters for liberty af Shinasi, Namzk Kemal and Ziya Pasha.

If nobody else knows that my entire life as journalist was spent in self-sacrifice, that I had no lust for money and influence, that I always rejected offers of political jobs, that I never made concessions in conflict with conscience on account of fear, interest or favor, at least God knows it. I have faith that God. who once saved me miraculously from death when I was in a state of coma after the attempt on my life in Malatya, will not abandon me in the present crisis.

" If I Should Die "

I had recently a check-up at the Medical Faculty of the Istanbul University by Prof. Ekrem Sherif Egeli. The conclusion was that as a result of age, overwork, neglect to take a rest and treatment, I have major deficiencies such as high blood pressure, insufficiency in the functions of heart and liver. In spite of the strength of my will, these troubles may not allow me to resist for a long time the hardships of prison life. If I should die as a result of my detention, I shall consider it as a fit end to a life of idealistic struggle.

Although I am now entering prison, I have not lost even a particle of my hopes regarding the ultimate future of Turkey. This is the essential point for me. Individuals may come and go. As long as the hopes for the existence of the country, its security, progress, prosperity and right and liberty of its citizens can persist. everything should be considered all right. *—I.P.I. report*

ADD to your PRESTIGE By an Ad., in NEWSMAN

I. P. I's Plea

Delegates to the IPI Tokyo Assembly unanimously passed the following resolution concerning the situation of the Press in Turkey -—

The Ninth General Assembly of the International Press Institute meeting in Tokyo expresses its deep concern at the situation of the press in Turkey.

The Assembly records its sense of pain that Ahmed Emin Yalman, a most responsible journalist, should be in prison in his 72nd year and his life endangered. His colleagues from 24 countries assembled in Tokyo appeal to the Turkish Government to release him.

In view of the fact that Turkey is a country where democratic institutions exist, the IPI urges the Turkish Government to restore to the Turkish press the freedom of reporting and expression which is a corollary to democratic freedom.

The Assembly also expresses in solidarity with the journalists of Turkey who continue their stuggle for the freedom of the press undaunted by the increasing number of convictions against them.

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Dear Sir,

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We do not boast of any large circulation in the sense in which this aspect of a journal is usually judged for advertising in it. But, the ***"Newsman"*** *reaches leaders of public opinion in different spheres, Central and State Ministers, legislators, foreign embassies and V. I. Ps. all over the country and to some extent outside India also.*

We request you to help us in this venture by taking space in the ***"Newsman"****. The advertisement tariff for both the monthly and the annual special number is given below.*

We may add that the annual number is due for publication in August this year. This is of course a bumper issue and will include special articles on the many facets of journalism from top men in the profession in India and abroad and leaders of the people.

We look forward to receiving your space order early for the issue.

Thanking you,

Sincerely yours,

S. RAMANADHAN

Secretary.

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